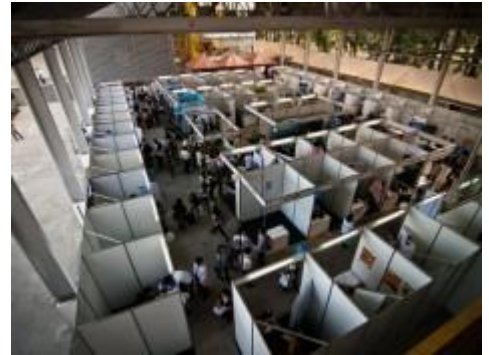


FINDING A JOB

Your immediate goal is usually to obtain a job interview with a prospective employer which may lead to securing an employment. You'll typically first look for job vacancies or employment opportunities.

I've witnessed various job markets. There were times when people were getting multiple offers sometimes with little effort on their part. I've also seen slow markets or, in the case of the last few years, exceptionally difficult ones, where even experienced, well-educated people couldn't find or keep jobs. Many people blame these up-and-down job markets on the economy or other external forces. I'll give a discussion of possible steps that you can take to secure a job; irrespective of the job market. For you, the unemployment rate is 0 per cent or 100 per cent: you either have a job or you don't. You either want the job you have or you don't.



2015-12-29: UST holds job fair – Manila, Ezra Acayan/Dematix/Corbis

Why are so many vacancies unadvertised?

Advertising is expensive, and it takes a lot of time to sort through application forms and CVs, and interview candidates. Employers can get around this by promoting from within the organization or by employing people who have approached them directly. Some organizations actively encourage their staff to refer friends with suitable skills.

Looking for work online

The internet and online job hunting have transformed the way we look for jobs, making our searches quicker, easier and often a lot wider. If you want to avoid checking through hundreds of vacancies, it is important to make your search as targeted as possible. But there's an art to looking for work: check the deadline or closing date for applications.

Think laterally

Opportunities can spring up in the least expected places. If you're not finding the right vacancy for you, try browsing related categories and searching by alternative job titles, or widen the geographical area of your search.

Beware of false opportunities

If a job sounds too good to be true, it usually is. Some recruitment sites overplay the vacancies they have on offer, just to try and get people to sign up with them. Look for the pound signs before handing over your information or cash.

Do your research

It pays to find out about the companies you're interested in and what they're like to work for. Of course, you can visit individual company websites but another useful technique is to check online company reviews on sites like:

- i. [Amazon Customer Reviews](#) Products are rated on a five-star rating scale, which is broken down by percentage of reviews per star, followed by most helpful customer reviews and most recent customer reviews.
- ii. [Angie's List](#) is a "higher-end" review site. The reviews can't be anonymous, which helps cut down on fake or misrepresentative reviews, and companies are allowed to respond to the reviews posted about them, too.
- iii. [Choice](#) is a member-funded review website based in Australia. Choice independently test products and services and provide performance reviews to their members.
- iv. [Trustpilot](#) is a fast-growing, community-driven consumer review platform based in Denmark, although they've expanded out of Europe into 65 countries, including the U.S.
- v. [TestFreaks](#) This Swedish-based Review Organization helps companies proactively collect customer reviews and write seller reviews to complement them.
- vi. [Which?](#) is an independent consumer review organization that tests and reviews products and then writes about them
- vii. [ConsumerReports](#) is an independent product testing organization that runs unbiased tests to rate and recommend products.

- viii. [TripAdvisor](#) is the largest travel site in the world, it has over 225 million reviews, opinions, and photos taken by travellers.
- ix. [Yelp](#) is a free review site that lets consumers rate businesses on a five-star scale.
- x. [Google My Business](#) You know those reviews that show up with you search Google for a business? Yeah, *those things* are on this list in a big way.
- xi. [Yahoo! Local Listings](#) let users post reviews of businesses with a five-star rating system.
- xii. [G2 Crowd](#) reviews companies on a five-star scale, and reviews cover everything from setup and easy of use to security and support.
- xiii. [TrustRadius](#) is an online review site for software businesses.
- xiv. [Salesforce AppExchange](#) You'll want to keep track of your app's ratings and reviews here.
- xv. [Better Business Bureau](#) evaluates all types of businesses against a set of best practices for how businesses should treat the public.
- xvi. [Glassdoor](#) is an employee review site that helps anyone (prospective employees to prospective customers to investors

Social Networking

Business networking sites such as [LinkedIn](#) and [Spoke](#) are very popular among job seekers who want to promote their skills. These sites allow you to develop relationships that can lead to finding unadvertised vacancies. Ensure that you don't qualify yourself with a skill you are not competent in; it may be the skill the agency is in need of. The following social media may be useful:

- i. [LinkedIn](#) is by far the #1 spot for job seekers, those currently employed, marketers who are looking to build lists and salespeople who are seeking out new clients.
- ii. [Google+](#) is a social networking site similar in spirit to Facebook, but with some key differences that can be very useful in a job search. As with the other networking sites, the first step is to create a profile. If your primary goal is to network professionally and search for jobs, let your profile reflect that.
- iii. [Plaxo](#) is a social network that resembles LinkedIn to a certain degree. You're able to create your own profile with a section about you, your contact information and your "pulse stream".
- iv. [Twitter](#) is an amazing tool if you can unlock its power. Learn the flow of conversations and how to make meaningful contributions. Although Twitter is probably one of the best networking tools on the planet, it needs to be supplemented with a blog or LinkedIn profile.
- v. [Jobster](#) isn't spoken about nearly enough, yet it is a powerful platform for networking with employers who are offering jobs, while you're searching.
- vi. [Facebook](#) can be used to get jobs. There are two main ways of acquiring a job through Facebook. The first is to go to your Facebook marketplace, which lists job openings or other opportunities in your network. Aside from jobs, there are "items wanted" and a "for sale" listing. When searching for jobs, you'll be able to see who listed the item and then message them to show your interest.
- vii. [Craigslist](#) is an extremely valuable job search tool if you're not looking to work for a big brand name company, such as P&G or GE.
- viii. [MyWorkster](#) focuses on exclusive networks for colleges, allowing students and alumni to connect for exclusive career opportunities.
- ix. [VisualCV](#) understands the importance of personal branding in a job search.
- x. [JobFox](#), like online dating, tries to pair you up with a job that best fits you.
- xi. [Ecademy](#), like LinkedIn, is a prime source for professional networking.

Avoid 'spamming'

Online applications are quick and easy. You apply to five vacancies on the same day. But refrain from sending your CV to every company you come across. Employers look for applications that link your skills and abilities to the requirements of the job. Think quality, not quantity.

Read the terms and conditions

Many legitimate and genuine recruitment sites will keep your CV on a database, which employers can then search through when they have a vacancy. But, as with everything you do online, be sure that a site is secure and reputable before posting your personal details.

Take things offline

Online applications and registration forms differ from one site to the next. Always draft your applications offline – this way you can spell check your text. Saving an offline copy also means you are less at risk from the internet going down or your details not being saved correctly.

Don't become invisible

Applying online can sometimes feel like you're sending your details into a black hole. Don't be afraid to call or send an email asking if a recruiter has received your CV or application form.

Check your alerts

If the alerts you sign up to don't deliver the vacancies you want, unsubscribe. Unwanted job alerts can clog up your inbox and you risk overlooking any that could be useful. If you have signed up to alerts and they are not coming through, check your junk mail folder as your mail provider might be treating them as spam. Also remember that some sites don't let you sign up using a free mail address like Yahoo! or Hotmail.

Go retro

Finally, don't get caught in the online trap. Traditional methods of job seeking, such as newspapers, trade journals and networking can be just as effective. The wider your job search, the more chance you will have of finding your ideal job.

Other places to find advertised vacancies

Increase your chances of success by using a variety of vacancy sources and job-hunting methods, such as newspaper advertisements and jobcentres. If you cast your net wide you might just catch the big fish!

Newspapers - local and national

You can find jobs advertised in a wide range of publications from national daily papers to local and regional daily or weekly papers.

Professional or specialist journals

Jobs are also advertised in journals or trade magazines for your area of work. Subscription is often free if you're already in the industry.

Jobcentres

Most Jobcentres offer the following facilities:

- access to computers to search for jobs online: and
- Personal advisors can help you find the vacancies that are right for you, whether you're looking for your first job or returning to work. They can also tell you about government training schemes open to you. They will take into account any additional needs you might have, such as childcare or if you have a disability.

National Careers Service offices

Staff at National Careers Service offices offer careers advice interviews, and they may also know about which employers in the local area are recruiting. There may be immediate vacancies or training vacancies, such as Apprenticeships. You can find out where your nearest office is and make an appointment by calling the National Careers Service Advice Line.

Recruitment agencies

Recruitment agencies can be a useful source of job vacancies. Some employers carry out their main recruiting through agencies, so signing up can give you access to jobs that are not advertised elsewhere.

Most agencies display current vacancies on their websites, which can be a great starting point when deciding whether to register or not. Find out which companies they usually deal with and how many vacancies they have in your line of work.